stmas Reduction Sales Now

At this time, literally the 11th hour of the Christmas season, the Reduction Pencil is being vigorously wielded at the Simpson Crawford Store, with the result that Prices on Thousands of Holiday Articles have been cut, cut, and cut again to accomplish the swiftest selling possible. Decisive Reductions prevail in every Holiday Department—on every floor, and you can therefore pick up many pretty and useful things at mere fractions in most instances, of former prices.

Store Closes This Evening at 7; Friday and Saturday Evenings at 10 o'Clock

Solid Silver and German Silver Mesh Bags Reduced

915.00 Solid Silver Mesh Bags at \$10.50, \$1\frac{1}{2} inches in width by \$1\frac{1}{2} inches in depth, very full shirred.

97.50 Solid Silver Chain Mesh Purses at \$4.95 - Extremely fine mesh, very full shirred, \$2 inches wide by \$1 inches deep.

97.50 Solid Silver Mesh Bag, full shirred, \$2 very fine links, hand-pierced frame; value \$3.00, at \$2.95 trame, very full shirred, soft kid lining; regular \$3.95

10 . 33 Years Loaders 10 of Fashion 0 500 1 SIXTH AVE. 19"TO 20" STREET, NEW YORK.

Special Low Prices On These

Christmas Umbrellas Lot 1 Men's and Women's Umbrellas 17 Main Floor Covered with fine silk and linen covering; strong paragon frame steel rods; handles for men and women. Values to \$1.95

Lot 2 Men's and Women's Umbrellas \$3.00 Covered with best quality pure silk and yarn-dyed taffets, excellent rods and 8-rib models; novelty handles for men and women. Values

Lot 3 Pure Silk Umbrellas \$4.95 flost quality high-grade pure silk, 8 ribs and best framework, in sizes 26 inch for women and 28 inch for men; handles for men and women. Pormerly up to \$8.30.

All Our High-Class Umbrellas Values to 15.00

Made of finest quality silks on paragon frames, sizes 26 and 25 long sterling sliver stehing, 14-karst gold-filled handles, carved gunmetal, silver deposits in burnt ivor), snakewoods with heavy eliver deposits and many paragonal state.

Great Reductions in Diamond & Gold Jewelry

worth iees than \$1.50

Diamond Scarf Plas, S beautiful pure white dia-monds, set in platinum, with Oriental pearl cen tre. value \$19.50

\$1.29 \$1.59 and \$2

\$1.25 and \$1.50

Placque Pendant, 4 pearla, dia mond centre and chain; value \$9.50 Pierced Pendant and Chain, diamond centre. \$8.50 value \$12.50 at \$8.50

diamond; val- \$4.95 centre; value \$7 95

centee, with & pure un 125. \$15.95 14 Karat Gold Scarf

Plas, mother-of-pear us \$10, at... \$5.95 Diamond Searf Pins, 14 karat gold, with Ort

Pictures by Howard Chandles Christy.
This is one of the most beautifully illustrated books of the year. The pictures are in \$3.00 full colors. She Loves Me ental pearl centre The Henry Hutt Book for 1911. Bustrates with eight of the arbst's lovilest girt pictures; none of which has heretofore been published. The text is made up of dainty 1.50 are in full color. Price. and one dlamond value \$20. \$12.95

When She Was About Sixteen By James Whitcomb Biley, Bustrated in color by Howard Chandler Christy, \$2.00

All at. pair

Our Annual MUSLIN UNDERWEAR

Laces, Embroideries, Waists, Corsets and Lingerie Robes Begins Tuesday, December 26. See Next Sunday's Papers for Details.

Half Prices Now on Many Holiday Toilet Articles

Many Liberal Reductions In Our

Holiday Book Shop

books are here and all prices are very moderate. D Tairs Floor.

Beautiful Illustrated Books

Thousands of people have already filled their Christmas lists from this great store of beautiful books. All kinds of

\$2.50 White Ivoro d Hand Mirrors: also comb and brush sets; sale

Tennyson's "The Princess"

\$4.00 and \$4.50 Military Hair Brushes: finest hand drawn bristles; solid backs. In ebony and resewood finish; each pair in box; reduced to, pair \$2.00

Toflet Sets: plain and silver mounted: \$1.50 up to \$10.00

The Money Moon (Illustrated Edi-

American Belles

By Jeffery Farnol.
50 fillustrations in color : 3.75
A. i. Keller. Boxed, price

Great Love Storics of the Theatre By Charles W. Collins.

Down Go Toy Prices! Great Bargains!! Friday Is the Last Day To See Humpty Dumpty

An Extensive Holiday Stock of

Gloves For Everybody

Glove Certificates Are Issued For Any

Amount You May Want to Spend

Men's, Women's and Children's Sir Henri \$1.00

Meyer's Make Gloves

Cape and mocha; pair. '1.50

Women's French Glace Kid

Gloves—Black

Children's P. & M. Capeskin

White and 1.50 and 2 Slaves—English tan .1.00 SIMPSON CRAWFORD CO. SIXTH AVENUE'S FOREMOST STORE.

English Gloves, pair.......

Men's and Women's Dent's Make

Friday from 7.30 P. M. to 9 P. M. is the last chance you will have to see "Humpty Dumpty" and the 6 other Christmas attractions.

Rocking Horses

Imported Plush Rocking Horses; some with platforms and rockers; also a number of wooden rocking and swing Off horses on sale to-morrow at 14 less than regular prices . . .

Any Fine Jointed Doll in Stock \$5.00 Values from \$5.50 to \$10.00

Plirt Dolls, "Handwerck" Dolls, "Aestner" Dolls, Dolls with real eyebrows; all made of finest materials and fully jointed in all parts; best quality sewed wigs used on these dolls.

\$1.00 Dressed Dolls Large sise jointed dolls, dressed in a variety of up-to-79 c date contumes......

\$1.25 Toy Trunks Good size trunk with brass binding; good lock and fitted with tray in 98c

Handkerchief Rush

Greatest Now-Thousands Are Buying for Christmas Giving-Lowest Prices Here INITIALLED Handkerchiefs are in wonderful demand, and our business in these is the largest in the annals of the Store.

Men's and Women's Init al Handkerchiefs, some are \$1.00 boxes, some \$1.50, some \$2.00 and \$2.25

At 75c box of six

At \$1.50 box of six

At \$1.50 box of six Fine Embroidered Handkerchiefs Greatly Reduced Plenty of those greatly favored one corner embroidered effects,
Irish Hand Embroidered Handkerchiefs.

Appensell Embroidered Handkerchiefs.

French Hand Embroidered Handkerchiefs.

Fine Lace Trimmed Effects.

Fine Swiss and Shamrock Embroidered Handkerchiefs.

Handkerchiefs that 1212C Handkerchiefs were up to 25c.... Handkerchiefs that 50c Handkerchiefs that 50c Big Variety of Fancy Boxed Handkerchiefs Handkerchiefs that 25c

Some 5, some 6 in a box. Handsome embroidered Irish linen, Swiss and Shamrock cloth. Many in those beautiful one-corner designs. Others with dainty lace edges. Reduced to, box. \$1.00. \$1.50 and \$2.00

Great Assortment of Phoenix Mufflers In various styles and shapes, and sizes to fit all. Long and short styles done up one in a box. Nice, stylish appearing mufflers desirable for gifts; at 50c. 75c. \$1.00. \$1.50 SURGO CHANCORD CO., SIXTH AVENCES COMESCON STOR

Gift Suggestions from Our China Department 7-Piece Fancy China Tea Sets



cers. Choice of floral or figured Oriental red or dark blue color designs. This is an extraordinary offerng.

Breat Values in Dinner Sets, Fish and Game Sets. Rich Cut Glass, Pancy China Art Wares, Bronzes, Electroliers, Chafing Dishes, Percelators, Clocks, Brass and Nickel Wares, etc. Fancy Hand Painted China and Bric-a-Brac, 25c, 35c,

50c. 75c. \$1.00. \$1.50. \$2.00 Up to \$10.00. Come and see our tables at above prices; they are the talk of the town, wonderful value. Hundreds of pieces fine hand painted Table China and Bric-a-Brac. Great values, new goods just opened out of cases.

Purchase and Sale Extraordinary! Pairs High-Grade Lace Curtains

WE have rushed these Curtains into the store, and hurry into the papers so that we can hold the sale to-morrow—in time for Christmas shoppers to share in the sale and BUY PRESENTS THAT WILL LAST A LIFETIME! ST FOURTH FLOOR. 440 Pairs of These Beautiful Lace Curtains. Regularly \$10. \$12.75. \$15 | 230 Pairs These Handsome Lace Curtains. Regularly \$25. \$30. \$35.

to \$16.75. Curtains. Curtains.

No Gift Is More Acceptable Than

Christmas Slippers

buyers; they are sure to find out what they want, for everything

is here from the comfortable, roomy slippers for men, dainty

mulls and boudoir slippers for women, slippers for children and

a splendid showing of dressy novelties in evening and dancing

slippers for women and misses.

For Men—Brown and Black Kid; For Women—Knit Slippers band turned slippers; every style, in colors; hand made..... 95c

For Women-Felt Juliettes and

Slippers; black and colors,

\$1.39 and \$1.50

Our very wide assortment is particularly attractive to gift

Scrim 36 Pairs Fine Arabian Lace Curtains Not less than two pairs and not more than six pairs ... any one lot, and a sample curtain which is slightly mussed from handling is included in every lot.

Chiffon Blouses, Sweaters

No mail or telephone orders will be filled during this Sales owing to the small quantities.

SIMPSON CRAWFORD CO., SIXTH AVENUE'S FOREMOST STORE A Wonderful Array of Entirely New

and Lingerie Waists

Ored Blouse, \$5.98

Lace collar and small lace rever, three-quarter sleeves; with abirred frill in green, navy and red.

New L'ngerle Waists, \$1.98.

Sweater Coats for dollday tiffts, \$1.98 to \$7.5%.

A Dressy Chiffon Blouse
Lating of Japonica silk, messaline and
Cluny bodice, veiled with chiffon;

vestee of fine lace and smart centre

frill; three-quarter sleeves, at.... 5 Cniffon B'ouse, \$6.98

Lining of shadow lace and neatly veiled with chiffon, undersleeve, collar and yoke of white shadow lace, vestee and cuffs of white messaline. Dressy Changeable Semi-Tail-

140 Pairs Very Elaborate Renais-sance Luce Curtains..... 30 Pairs Handsome Lacet 32 Pairs Beautiful Marie Antoinette Lace Curtains 28 Pairs Antique Lace C irtains.

Every Curtain in this entire lot is a strictly hand-ma

Special Friday Sale of 200

Women's Winter Coats Taken from Regular \$22.50, \$27.50 and \$29.75 Stocks and Marked for

Those seeking dressy black coats, prettily trimmed with velvet or braids, as well as those who desire substantial and warm coats for travelling, motoring or general wear, will be quickly suited. You must see these coats, try them on, observe the stunning and graceful lines, examine the dependable materials and thorough workmanship, and then only will you fully

Broadcloth, Cheviots. Seal Plush, Chinchilla. Fancy Coatings, Zibelines. Caracul Cloth.

satin, black or evening shades.

SIMPSON CRAWFORD CO., SIXTH AVENUES FOREMOST STORE

Quick Selling.

know what this offering means.

Many of these coats are lined throughout with guaranteed

A Just-Before-Christmas Sale for Men! Men's \$12.50 Winter Overcoats at

200 More of Those Overcoats That Created Such a Furore
Last Week at Simpson Crawford's THE price is ridiculously low for a good, heavy Winter Overcoat-for an Overcoat no man looking for service need be ashamed to wear. All-wool; 52 inches long; fancy mixed convertible collar overcoats; browns, tans, grays and dark mixtures. Sizes 33 to 44. er second Place.

75 For Men's Overcoats That were Made 15,\$188 20 A wonderful assortment, including Ragians, Box Overcoats, Cheste fields, single or double-breasted Convertible Collar Overcoats, one-half silk or full silk lined. 65

Men's \$22 and \$25 Suits and Overcoats, \$14.75 Overcoats in all the newest styles, no matter what your taste may be. Long or shot overcoats, single or double-breasted. Buits of fancy mixtures and plain blacks, blues

Kuppenheimer Suits and Overcoats Worth \$18.75

Every Cent of \$30 at

Large assortment—very stylish suits in any number of models, including the latest English cut.

All styles and colorings from the sedate blue and black to the exaggerated browns; the Overcoats are the exact reproductions of high-grade custom tailoring.

Kuppenheimer \$35 to \$50 Suits and \$23.75

Overcoats at

Included are the Raglan, the Beacon, the Kermit, the Kossack, the Rosmoore, the Major, the Brigadier, the Adjutant, the Roy, etc.; each a tailor's work of art; shown in all the wanted Fall patterns. The Suits are here in fashion's latest style, the English, the Kent, the Suffolk, the Essex, the Derby, Chester and Warwick.

All Our Boys' 37.50 Suits and \$5 Overcoats Reduced to . . .

Boys' Long Overcouts—With the convertible collar made of fandy hised materials, sizes 9 to 17. This is great special, and you will do well to availy ourself prompily of the chance.

Boys' Russian Overcouts in fancy mixtures: Boys' Fur Collar and Novelty Collar Overcouts: sizes 20, to 10 years.

Boys' 'Twu Trousers' Suits—Boys' Norfolk and double breasted styles in fancy mixtures, thoys' Russian or railer Faitts in fancy mixtures and plain navy bire serger all sizes—24, to 17 years.

Standard Authors in Library Sets

Another Lot of 10,000 Yards of The Fashionable and Demanded

27-in. Costume Corduroys At 39c Yard

THE enormous success we experienced with this sale of our first two big lots of these stylish Dress Corduroys induced the manufacturer to send us another 10,000 yards, which he intended to carry over to next

All the best colorings are here, such as black, brown, purple, white, silver and navy. Nothing prettier for a stylish costume.

A handy Xmas Gift for little money, but representing something worth while. CTMain Floor. SIMPSON CRAWFORD CO., SIXTH AVENUE'S FOREMOST, STORE.

Orange Sale

We have just received a shipment of luscious, sweet, juicy Oranges direct from the Citrus Groves for this Special Christmas Sale and have marked them at exceptionally low prices, quality considered Do not miss this opportunity to purchase your supply.

LARGE FLORIDA ORANGES

220 to-morrow. 5 Doz. \$1.00; Dozen MEDIUM SIZE FLORIDA ORANCES

SIMPSON CRAWFORD CO., SIXTH AVENUE'S POREMOST STORE

Christmas Groceries Thous.

Mixed Nuts Our lamous Christmastide mixture, special to-morrow, 3 lbs. 50c: 18 Ib.....

Nume Such Mince Meat-special 25c to to strong to with the first line of the first li Canned Frui s and Vegetables
Lemon Chig Peaches Res. 20c
California Asparagus Reg. 25c
Sifted Early June Peus Reg. 15c Preserved Strawberries Reg. 25c

trancy New Head Rice Usually 10c a 1b. special to-morrow 5 28c Cluster Table Raisins—Fancy, imported; 1-lb box. Cluster Table Raisins—Fancy, imported; 1-lb box. Mason jar, 35c; pt. Mason jar 20c Inceda Bisculia and Obsterettes your choice to-morrow; 3 reg. 5 10c Royal Stratt Flum Fudding—Simp choice to-morrow; 3 reg. 5 10c

Luscious Layer Figs New shipment direct from Smyrna; apecial to-morrow. 15c. 25c dal to-morew, bbl. \$4.25; \$1.79c

Presh from the smoke-house: special to-morrow. 141/2c

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